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Retailer-driven carbon emission abatement with consumer environmental awareness and carbon tax: Revenue-Sharing versus Cost-Sharing

Huixiao Yang , Wenbo Chen

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HIGHLIGHTS

- Two firms' incentives for abatement are perfectly aligned under four schemes.
- Retailer would just offer Revenue-Sharing even when Cost-Sharing is also available.
- Revenue-Sharing improves efficiency and effort over Cost-Sharing but cannot coordinate them.
- Two firms' preferences over the four incentive schemes are perfectly aligned.
- Insights for carbon tax design to spur manufacturer's abatement effort in various contexts are offered.

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